## On the Lecture Platform

Men Who Have Succeeded.

lecturer; but the term technically covers was coming to him."

all the performers, talkers, groups of "Look here," he said to one of the man-

scores of bureaus known as "lyceums."

Every few days one hears of some new acquisition or device of the bureaus, the business of which has grown until they reap a harvest in every section of America and Europe, some of them acting as independents, others united in entertainment trusts, like miniature editions of the "theatrical syndicate." Last week, for the integration of the "theatrical syndicate." Last week, for the integration of the "theatrical syndicate." Last week for himself; others he accepts from lyceum bureaus. Occasionally, for a cause that appeals to him, he talks for nothing.

Another phase of the lyceum business that the commander has brought striking-that the commander has brought to get more pay, ougant to that even bits of monorogues are interpolated by him.

George Ade, author of "Fables in Slang." The College Widow," "Wood-land," and a little of everything humorous and tuneful, will be represented at Chase's next week by his most remarkable literary efforts, the one-act sketch which attained fame in Chicago last fall, ment trusts, like miniature editions of the "theatrical syndicate." Last week, for instance, the newspapers told how Senator Benjamin R. Tillman, of South Carolina, appearing at \$200 a lecture, would earn \$40,000 in a senson. Commander has brought striking-last year, is in demand now at \$500 a night. James Whitcomb Riley, probably the most consistent platform "attraction," gets his \$500 at will. William J. Bryan, Ian Maclaren, Anthony Hope, Jerome K. Jerome, Senator Robert M. La Follette, and a host of others—writers, politicians, humorists, scientific men, reciters, singers—can put in a profitable month or two on tour whenever they choose.

Yet the public, which is always hearing about the "attractions," and seeing or hearing them, knows little, perhaps, of the interesting growth and windings of the interesting growth and windings of the interesting growth and windings of this lyceum bureau business to minimant week of the lyceum bureau business consistent platform "attraction," and seeing or hearing them, knows little, perhaps, of the interesting growth and windings of the growth and windings of the presents many the growth and winding and the constant the attention of the agents is the attention of

late Maj. Pond paid to the explorer \$1,000 on large sheets for each of his lecturers or performers. a night for 110 nights, and the total receipts were more than \$275,000. At some places the manager presented the lecturer

'Well, take Maclaren,' he replied, "He

had much more success than Anthony Hope or any of the other authors. It was

May a flow Dovey, had a halt-ratising thope or any of the other altitudes. However, the plause he combined the minister with the writer, I think, All over the country he had enormous audiences, composed largely of people who would not have that, earny interest in the ordinary novelet, and she as in her dressing room, "I went out with Manager Pickins in one of the flowers was prejudiced against many and the curious, and no element of lecturescens was prejudiced against many and the curious and the curious services. The manager recalled the manuse of many "Successed"—Mark Twain and George W. Cable, traveling together, Mark Twain and Goorge W. Cable, traveling together, Mark Twain and Goorge W. Cable, traveling together, Mark Twain and flowers, But the complete which was a team: Remest Thompson-Seton, Isroel John W. We will read the proposed of the curious will be the service of the complete with Manuser proposed the services of th

Since Henry M. Stanley set the record was rather surprised himself at the numpace as a money-maker on the lecture erous requests for his appearance after will compare favorably with more pretentious offerings. been so great a demand for what are fectly willing to lecture for the price he known as "lyceum entertainers" as there had obtained previously, \$250 a night. A

talkers, and troupes of miscellaneous celebrities offered to the public view by the "if people want to hear me so much, I

this lyceum bureau business. From a small beginning in Boston, about forty years ago, it has advanced until it represents millions of dollars in profits. For mented the lyceum bureau man. "I don't believe the people who read advertisements of the atrest are the same people who attend lyceum courses. If they are, they are tertainments. In the large cities it is indispensable to the charitable and educational institutions in their fforts to raise funds. In a general way it resembles the theatrical booking business, except that it affects thousands of corners that never have been and never will be interested in the stage, and except that its profits are what a gambler would call "sure," as compared with the uncertainty of the theatrical agent's earnings.

Record Engagements of the Past.

Stanley's tour, of course, has never been excelled in point of financial results. The large small being the hearting and the standard on large sheets for each of his lecturers and the excelled in point of financial results. The account of the point of financial results. The large small did the manager would furnish the large cities it is indispensable to the charitable and educations, and the like. They must get some money for their pet cause. What let the theatrical agent's earnings.

Record Engagements of the Past.

Stanley's tour, of course, has never been excelled in point of financial results. The large small the whole and the same people will be mounted in the most lavish manager would furnish the list of available attractions, selecting the same people with the couple with charity," the described the methods in vogue in New York. Many of the requests for lecture and other entertainers, he said, the described the methods in vogue in New York. Many of the requests for lectures and other entertainers, he said, the described the methods in vogue in New York. Many of the requests for lecture and other entertainers, he said, the described the methods in vogue in New York. Many of the requests for lecture particular and the fortie

No Speculation; Only Sure Profits. "In a large majority of cases," he said, at his own risk, but for the most part we get \$300 for one that costs us \$250, there were guarantees of clear profits, on the first night, for instance, when Stan ley appeared in the Metropolitan Opera House of this city, a charitable institution bought all the receipts in advance for \$5,000, and then sold tickets at high prices to those wishing both to hear the letture and to aid the institution.

The record in the last decade was made by Ian Maclaren, who, in three months of traveling, made \$40,000 most of which

Miss Alice Dovey had a hair-raising experience in Philadelphia last week dur-

Given the many who can get Tilman's price?"

"No, sit!" was the emphatic answer, "There is but one other—Bryan. He can get 300 a night. Outside of those two, there is not one politician for whom it would pay us to arrange a complete course of four or five months, or even three months. Some of them—Beveridge and La Foliette, for example—make wonderful speeches, and have fine receptions at intervals, on special occasions; but their lecturing is not done on the wholesale, and is only sindwiched in between threes.

Fluctuations in Peary's Stocks.

The effect of current achievements upon the demand for a lecturer is fillustrated by the case of Commander Peary. Not having reached the Pole, the commander.

I SAW YOUR AD IN THE HERALD

Summer Opera Company.

Sammer Opera Company.

Arrangements have been completed between the management of the New National Theater and Milton and Sargent Aborn, the well-known operatic managers, for a season of spring and summer opera at this playhouse. A company of sixty singers will be installed, which will include a number of artists will known to Washington. It is the purpose to give only the well-known suction. This in addition to a number of standard and grand operas in English. A different opera is to be given each week. Radical changes are to be made in the prices of Smith.

Amusements have been completed between the management of the New National Theater and Milton and Sargent Aborn, the well-known operate managers, for a season of spring and summer opera at this playhouse. A company of sixty singers will be installed, which will include a number of artists will known to Washington. It is the purpose to give only the well-known suction Drills at 21s and 4 p. m.

Aphission, 50e.

Dancing Vauderille Tea. Gormana.

Advance saie of tickets at 200 0 street, T. Arthur Smith.

PLAYS FOR THE FUTURE.

Arrangements have been made for a return engagement of De Wolf Hopper at the Belasco Theater during the part of April for a big revival of "Wang," Mr. Hopper's most popular success.

For the second week of Kathryn Purnell's engagement at the Majestic. Belle of Richmond" is underlined. It is lescribed as a strong dramatic story of love and passion, told in a forceful and convincing manner. The production promised is complete in every detail, and will compare favorably with many of the

Ezra Kendall, who has appeared in is to-day, according to the New York fortnight or so after he arrived in New Beening Post. Entertainer, perhaps, is York, however, he suddenly awoke to the monologist, will return to the Capital not quite the word to apply to a serious fact that he was not getting "all that lecturer; but the term technically covers was coming to him." one of his most successful laugh shows "Swell Elegant Jones." While a sand story is coherently maintained, the comought to get more pay, oughtn't I?"

And at once he raised the fee to \$500
that even bits of monorogues are inter-

plays she is to present here during the week of April 22. Five plays make up the complete repertoire, although "Sapho" (the Clyde Fitch version) is most prominent in the list. The exact order of plays follows: Monday, Thursday, and Saturday nights and

respondence, so we need no staft to say that each one netted \$600 exceeding from the platform. The manager of accompany the lecture of the best of the same and t

ing Miss De Wolfe during the engage-ment of "Man and Superman" at the Co-whether each of the many persons who be practically Miss De Wolfe's introduc- care has passed an examination-like a

AMUSEMENTS.

AMUSEMENTS.

Commencing To-morrow Night

Trouble

TIII Trouble

And

You

Jones"

Troubles

BETTER GET ON THE WAGON.

Night

at the

Lyceum

Theater,

**New York** 

Your

WIII

Be Few.

Go

POPULAR PRICED MATINEES WEDNESDAY AND SATURDAY

HENRY MILLER Presents

HENRY MILLER

A CHARMING ROMANCE OF THE SOUTHLAND PRESENTED BY A SUPERB COMPANY, INCLUDING

CHARLOTTE WALKER VINCENT SERRANO

Original New York Cast and Production Direct From a Successful Run of OVER TWO MONTHS AT THE MAJESTIC THEATRE, NEW YORK

NEXT WEEK-SEAT SALE THURSDAY

## IN HARRISON GREY FISKE'S PRODUCTION OF

THE KREUTZER SONATA

SYMONDS POPULAR MOTION PICTURE CONCERT

BY LOUIS

25c-35c-50c

ILLUSTRATED SONGS AND GENTEEL VAUDEVILLE

means new; it is a subject which has early '60's, he moved with his folks to figured in many dramatic works, yet Mr. Halifax, where his father and olde Jones has so clothed the motif of his brothers, who being seafaring men, mud play that he has not only made it of port during the dull fishing seasons. Tom absorbing interest, but a work of the after school hours, romped the street

The record in the last decade was made by Ian Maclaren, who, in three months of traveling, made \$40,000, most of which went into his own pocket. His itinerary circuit extended from New York to Minneapolis, and from Toronto as far south as Washington. The number of lectures was 100, so that each one netted \$400 exclusive of expenses,

Though not productive of such large receipts as the tours of to-day, the experiences of Henry Ward Beecher continue to be classed among the remarkable ventors.

The next action to Harten or Camtorina, unless we are sure there is a consider coss for nearly seven months at the Hudson Theater, New York City.

The Belasco Theater will have for its attraction next week Bertha Kalich in Langdon Mitchell's new English version of "The Kreutzer Sonata"—a play that was written especially for Mme. Kalich in the Yiddish tongue by Jacob Gordin, She originated the role of the hero-line at the Thalia Theater in New York. "When I was sixteen years old, father

lumbia Theater next week, for this will profess to have studied that subject with

DAILY MATINEES, 250 EVENINGS, 250 AND 800 'A Two-dollar Star at Chase's Every Week!" Girl with the Chime EMMA CARUS

HE BROADWAY COME-DIENNE. TEN BROOKE, LAMBERT & CO.

ROONEY & BENT

BERTIE HERRON

**COLLINS & HART** 

Paul Spadoni JUGGLER OF THE TWO EXTREMES.

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Herculean Gladiatorial Feats that Arouse the Intensest Enthusiasm.
The Physically Perfect Ath

NEXT WEEK-GEORGE ADES "MARSE COVINGTON, WITH E J. CONNELLY & CO. TOM EDWARDS. THE ARI-BOS. &C. BUY SEATS TO-MORROW.



Watson's Burlesquers WITH THAT FUNNY COMEDIAN **BILLY WATSON** 

EXTRA-WEER ONLY-EXTRA YAMOMOTO JAPS

BELASCO THEATRE MONDAY EVENING, APRIL 22,

WEEK - JOLLY GRASS WIDOWS

**Princeton University Triangle Club** 

THE MUMMY MONARCH Seats now on sale at T. Arthur Smi

**GRAND ANNIVERSARY CONCERT** 

For the benefit of

MONDAY EVENING, APRIL & Admission, 25 cents,

Gentennial Council, No. 4, Sons of Jonadab, AT CARROLL INSTITUTE HALL, 10th st., near K st. nw..

I SAW YOUR AD IN THE HERALD

AMUSEMENTS.

AMUSEMENTS.

WASHINGTON'S LEADING THEATER

One Week, To-morrow Night at 8:15 Evenings, 50c, 75c, \$1, & \$1.50. Popular Matinee Thursday, 50c, 75c, & \$1. COHAN AND HARRIS PRESENT

George M. Cohan's Musical Comedy Triumph, Trouble Troubles "Johnny

BIG ALL-STAP CAST INCLUDES:

TOM LEWIS as the Unknown, SAM J. RYAN as Timothy D. McGee, BOBBY BARRY as the Jockey,

And the Dandy Dancing Chorus. OH, SPONGE CAKE

IT'S A LAUGHING FEST DE LUXE.

-SEATS THURSDAY CHARLES DILLINGHAM PRESENTS

MAN AND SUPERMAN

Beginning To-morrow Monday

HENRY B. HARRIS PRESENTS THE ORIGINAL NEW YORK CAST AND PRODUCTION OF **Direct From** Its Famous Run of Over TWO YEARS

> By CHARLES KLEIN, Author of "The Music Master."

Owing to the Great Bamand for Seats, a Special Mailnes Will Be Given Wadnesday in Addition to the Regular Saturday Matines.

SPECIAL

Nights

at 8:15

Watinees

at 2:15

One of

The Most

Successful

Plays of

The

Present

Generation

SPECIAL MATINEES WEDNESDAY SEATS THURSDAY CHARLES FROHMAN PRESENTS

"EXPEDIENCY IS MAN'S WISDOM; DOING RIGHT IS GOD'S."
HENRY ARTHUR JONES' MASTERPIECE.
As Seen for Seven Months at the Hudson Theater, New York.

COMING: OLGA NETHERSOLE

Only Show in Washington at Popular Prices MATINEE PRICES HIGHT PRICES. LOWER FLOOR. 50c BALCONY 25c

RESERVED 5c and 25c MONDAY WEDNESDAY.

SOUVENIR NIGHT, MONDAY. STARTING WITH MATINEE TO-MORROW.



and Gifted Young Star

3 High-class Vaudeville Acts

NEXT WEEK-THE BELLE OF RICHMOND FITZGERALD'S CONCERT NEW MOTION PICTURES

15th-27th The Great Masonic Fair CONVENTION TO BE GIVEN AWAY:

\$5,000 House A Piano, Bath Tub, Desks, and Other Valuable Articles. SEASON TICKETS, \$1.00 Amusements and Days and SATURDAYS
SINGLE ADMISSION, .25 DAYS AND SATURDAYS

Each Season Ticket Entitles Holder to a Voice in the Distribution of the Various Articles.

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covers all expenses transportation, board, admission, &c .- of FIVE DAY TRIP to

Jamestown Exposition -if you join a JAMESTOWN TOURIST CLUB. MEMBERSHIP, \$29-55 down. BALANCE AS CONVENIENT. Send for explanatory folder. Tri-City Tourist

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TO MOUNT VERNON, Steamer Charles Macalester, DAILY, 10 A. M. AND 1:45 P. M.

GREAT WATERFALLS. GORGEOUS! MAG-NIFICENT! Go to-day. Take the children. Hold four excursions at this place, Cars leave 36th and M Streets N. W.

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Great Falls of the Potomac.

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Steamboat Company

Norfolk & Washington

Fare, 25c.

Trolley to Kensington Vin Rock Creek Bridges and Parks, the Zoo, Cher Chase Circle and Lake. Every visitor to Washingto